

# Here Is YOUR OPPORTUNITY

In presenting this new 1933 book of merchandise for salesmen, we are offering you the finest line of quick-action profit-makers that we have ever had and we think one of the most attractive lines in the whole country. You will find there is something distinctively different between Spors merchandise and that of the average concern, for it is the result of many years of experience, not only in buying from every corner of the globe, but in the actual work of selling one article at a time, just as you will sell. We know what sells quickly, easily, and we know where and how to buy the right sort of things for you to handle. We know that what you want is a chance of making a good living and some extra profit besides, and that you want low prices and good merchandise instead of a lot of bunk and advice about selling. Offer our goods to your customers and you will be on the right track to building a nice independent sales business.

## New Goods -- New Prices

There are many new items in this catalog and many new prices on some of the old favorites that have always proven such good sellers. Every article in this book can be sold, but we advise that you pick out a few specialties and spend your time with them. Pick out the ones best fitted to the class of people with whom you come in contact. Carry a good stock of supplies. Learn to talk about them intelligently. See as many people as you can every day.

In the above few words we have told you the whole secret of sales success.

## The Spors Plan

It was in just this way that Frank Spors, president of this company, started out, some years ago, as an agent selling principally-a line of good fountain pens and from it has been built today's big business that supplies agents throughout the world with a sensible selection of sales goods and does a business of nearly a half million dollars a year.

The Spors plan is one of fair dealing and a money-back guarantee that does not let the agent get stuck with a lot of merchandise that he cannot sell in his locality. The money-back guarantee is the biggest and strongest help that was ever offered to sales agents and because of it many of those who buy from Spors have been able to make a success where it would have otherwise been impossible.

Three Spors brothers operate the Spors Importing Company. They have located their establishment in a prosperous community in southern Minnesota, where the low cost operation, including of office expenses, suitable shipping facilities, efficient clerical and factory help keep down the expenses that are usually met with in a large city.

At various seasons of the year 70 to 105 people are employed. They are anxious to give salesmen quick and accurate service. Ten typists, six girls in the mailing department, six more in the file and checking department, and from

eight to twelve in the shipping department. In the manufacturing department there are fifteen girls constantly sorting, stringing and boxing pearls, and it

ALBERT SPORS

Advertising and Sales Manager FRANK SPORS President

BEN SPORS Purchasing Department takes ten experts to keep the pen department going. A small modern printing plant complete with all equipment necessary, operated by four workers, supplies stationery, etc., for office and agents' use, also takes care of printing orders sent in by agents. During rush seasons in each department, the number of employees is doubled to take care of orders.

Remember that this business was started with practically no capital and to get it going Frank Spors himself went out selling pens just like any other agent. Real service has built the present big organization and volume, and it will continue to grow because of a strict policy of honesty and fair dealing. A thorough knowledge of merchandise and agents' problems assures continued success for the company and salesmen working for it. No matter how large it grows the business will always continue to be personally managed by the founder on a friendly and fair plan.

## **Our Money-Back Guarantee**

Our liberal money-back guarantee proves to you beyond a doubt that we have absolute confidence in our goods and in the ability of our salesmen to sell them. It is this money-back guarantee that prevents our salesmen from losing a lot of their profits in dead stock. It reads as follows:

"We absolutely agree to refund your money (less 10% for handling charges) for any merchandise that you cannot sell, or do not wish to keep, returned to us in first-class condition in sixty days."

Think what such a guarantee means! Suppose that you buy one hundred pens and sell eighty of them, then find that nobody else in your territory wants another pen. Ordinarily you would be stuck with the other twenty and your profits would be tied up and all your work would be for practically nothing. If you bought them from us you could simply ship them back (within, of course, the sixty-day limit) and either get your money back or exchange them for other merchandise.

Salesmen sometimes make mistakes in picking out the class of merchandise they can sell under their local conditions and if they are stuck with goods they cannot get rid of they not only lose money but become discouraged and pass up the profitable business of selling for manual labor or something that does not give them the opportunity to get ahead.

Our salesmen are never caught in this fix, due to this liberal money-back guarantee. We do not lose money by it for what you cannot sell some other man can, and it is the same way with him, and thus everybody gets the things that they like to sell best, can make the most profit on and never get caught with their profits all tied up. Deal with Spors and get a square deal!

## Now-Pick Out Your Lines

Go through this catalog carefully. Order samples of the items you think you can sell best and try them out. If you are an experienced salesman and "know the ropes" you will be surprised at the low prices we offer and will know just how to select the goods you would rather sell. Your orders will get prompt attention, your business will be appreciated and we guarantee that every item offered will prove satisfactory, or your money will be refunded.

> TERMS STRICTLY CASH 20% must be sent with all C. O. D. orders

#### SPORS IMPORTING CO. LE CENTER, MINN.

#### Terms

OUR terms, regardless of rating, are strictly cash or 20% with order, balance C. O. D. Positively no credit. This need be no reflection on your honesty or your privilege to charge goods at other places. It is simply our method of doing business and is one of the reasons why we are able to offer such remarkably low prices on merchandise, as we buy in exactly the same way and get full benefit of all discounts and all special deals.

#### References

Read these two reproduced letters from banks. They will tell you how responsible we are. Our business is firmly established, has been built from nothing to a big institution in a solid, substantial way and every year we are making it bigger. You can, therefore, feel absolutely safe in dealing with us.

~		
	LE CENTER, MINN.! April 26, 1931	
	Te have been well acquainted with Spors importing Compary since they started business here several year ago. Te have had considerable dealings with them and have always found them to be reliable and trustworthy. Ar. Frant Sporw is owner of above firm, and sconsider his at excellent business man. Their sale allocat doubled curric the year as shown by their shows the starter the year as shown by their increase in business this year. We cherfully recommend this firm to your favorable consider- ation and we believe you will find them entirely satisfactory.	
_	Drestdent.	
	FIEST STATE BOINK	
	The Spore Importing Company, has been a customer of this bank since they commenced business in this community, about eight years ago. We have always form these prompt and reliable in their business affairs with us in every way. Their annually, as shown by the sum to a large your their annually.	
	The pool avidence of inclust Ristmant, which we hall eve ing their customers. Be are personally advanted with Mr. Frank M. Spors, the owner and active manager of this firm, and know him to be df good Character and ability. We therefore chestfully recommend the firm to give act business with them.	
	Service ully, DHEbut Gashier	

## An Amazing Big Value Flavor Deal

## A \$3.20 value! Sells for only 99c. You make 100% profit!

No. D40. This deal consists of the following:

- \$1.00 Bottle Vanilla Flavor.
- \$1.00 Bottle Lemon Flavor.
- .60 Bottle Orange Flavor. .60 Bottle Maple Flavor.
- \$3.20 Total Value.

#### **Give**`the Necklace FREE!

Shipping weight, each deal, 4 lbs.

Wholesale Selling Outfit, Packed in Attractive Case, as Illustrated... 950

WHOLESALE PRICES OF THIS DEAL Dozen Lots, Without Boxes, Each, 48c 2 Dozen Lots, Each, 46c Gross Lots, Each, 44c Two dozen or more is cheaper by freight. Smaller quantities by express.

#### **4-PIECE NECKLACE DEAL**

No. D 5. Consists o f one box face one box face powder, one jar c old cream, on e bottle per-fum e, on e three - strand i m itation pearl neck-lace. Each set packed in gift box. Weight, each, 1½ lbs. Sug-gested selling price, S9c. Wholesale Sample Set

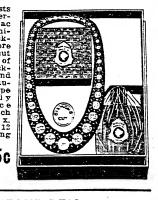
Dozen Lots. Each. 47c

#### 49c Gross Lots, Each. 46c

#### **3-PIECE DEAL**

No. D26. Consists of one Blue Lilac per-fume; one Blue Lilac face powder; one imi-tation crystal neck-lace with five or more genuine diamond-cut beads at bottom of chain; tied with nick-el silver clasp and strung on chain. Beauchain; tied with nick-el silver clasp and strung on chain. Beau-tiful, assorted shape cuttings. A truly beautiful necklace that appeals. Each set in gift box. Weight, per set. 12 075. Surgested selling Suggested selling ozs. price. 99c. Sample Set.... 45c Wholesale Dozen Lots, 43c Gross Lots, 41c

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#### **3-STRAND DEAL**

No. D19. Consists of one three-streets No. D19. Consists of one three-strand guaranteed La Joie imitation pearl neck-lace nicely matched and graduated, fit-ted with nickel sil-ver clasp; one box Elue Lilac face pow-der; one bottle Blue Lilac nerfume celcel-Lilac perfume, lophane wra wrapped iophane wrapped, all packed in an at-tractive gift box. Weight, each set, 8 ors. This set can be retailed at the spe-cial price of 99c. Wholesale Sample Set.. 370 Dozen Lots, Each. Gross Lots, Each,



The most astounding and the biggest selling deal ever put out! Every housewife uses these flavors and when you can. offer all four bottles for only 99c and give FREE a beautiful necklace, you can readily. understand why salesmen are making up to \$10 per day selling this deal.

WE ABSOLUTELY GUARANTEE THESE FLAVORS TO GIVE PERFECT SATISFAC-TION OR MONEY WILL BE REFUNDED.

No. D48. Five-Piece Flavor Deal. Exactly same as No. D40 but this deal has a three-strand repro-duction necklace instead of the single strand necklace.

Wholesale Selling Outfit, Packed in Attractive Case, as Illustrated...... SI.

WHOLESALE PRICES OF THIS DEAL

Dozen Lots, Without Boxes, Each, 55c 2 Dozen Lots, Each, 53c Gross Lots, Each, 52c Two dozen or more is cheaper by freight. Smaller quantities by express.

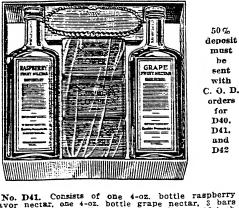
#### VANILLA AND SOAP DEAL

No. D42. A new deal that will appeal to housewives as it consists of every-day n e c essities. Consists of one \$1.00 val-ue vanilla flavor, s i x bars high flavor, six bars high grade soap value, 50c; value, buc, one \$1.00 box nowder, value, one \$1.00 box face powder, one \$1.00 val-ue bottle per-fume. Weight, each set, 3 each set, 3 lbs. Suggest-ed selling price, 99c. This set can be packed in box at an extra cost of 5c each.



Wholesale Price, 2 Dozen Lots, Without Box. Each, 44c Gross Lots, Without Box, Each, 43c

#### **6-PIECE NECTAR DEAL**



No. D41. Consists of one 4-oz. bottle raspberry flavor nectar, one 4-oz. bottle grape nectar, 3 bars high grade soap, cellophane wrapped, one 16-inch imitation pesti neckiace. Each set packed in gift box. Weight, each set, 2 lbs. Suggested selling price 502 price, 60C.

#### Wholesale Sample Set..... 30C

Gross Lots, Each, 28c 2 Dozen Lots, Each, 29c

50% Deposit must be sent with all Heavy Flavor Deals on C.O.D. Orders





### 14K Solid Gold Iridium Tipped Point Pen with Pencil to Match

#### SELLS FOR ONLY 99c

No. 63. Men's or ladies' style. Comes in latest pearl marble colors such as onyx, black and white hairline, Burgundy and others. Pencil has repel and expel movement with extra leads and eraser. Coupons for selling this deal can be furnished at 85c per 1,000. We can furnish any electro as shown in this catalog at 50c each.



Dozen Lots, 49c Each

55C

WHOLESALE SAMPLE SET

Gross Lots, 45c Each

Each set packed in attractive box as illustrated.

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## Pen, Pencil and Knife Deal

No. 67. All three articles are made of same material to match. fitted with smooth writing stainless point, guaranteed not to rust. Gold bands clip and lever. Pencil has repel and expel movement with compartment containing extra leads and eraser. The blades in the knife are made of high grade tempered steel that will hold its edge. Each set packed in attractive gift box. Weight, each set, 4 ozs. Colors: Black and white hairline, onyx, Burgund: and other colors. Each set in box. Suggested selling price, 99c.



SPORS IMPORTING CO., Le Center, Minn.

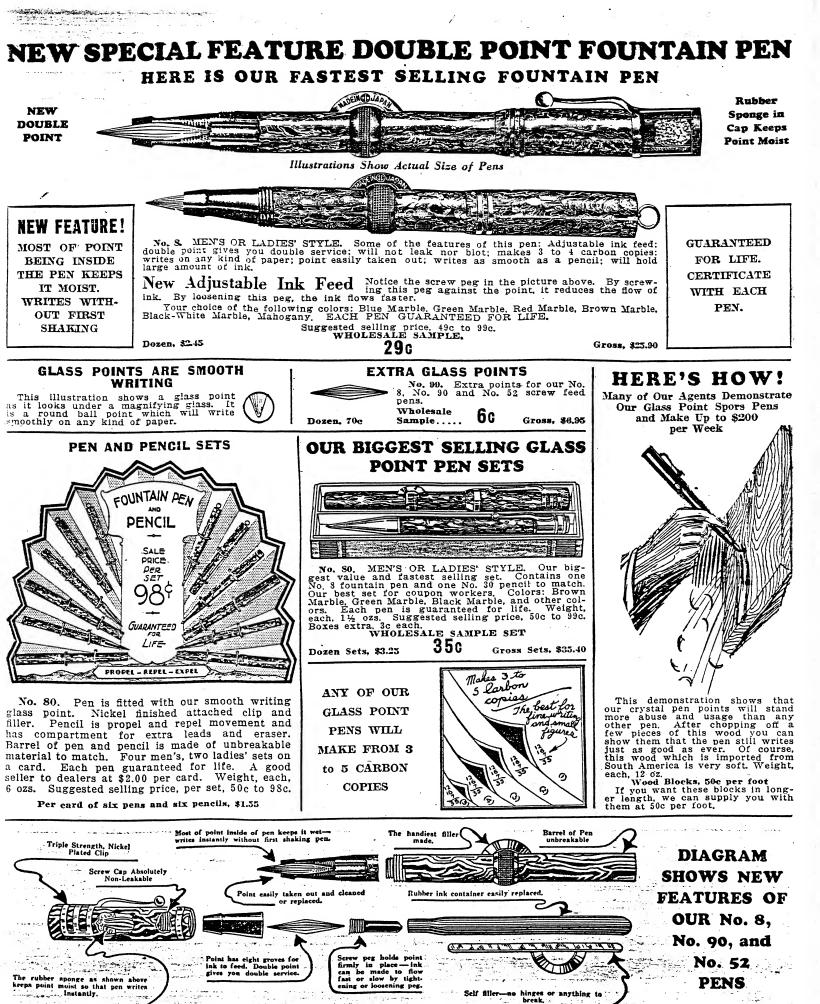
Gross Lots, 65c Each



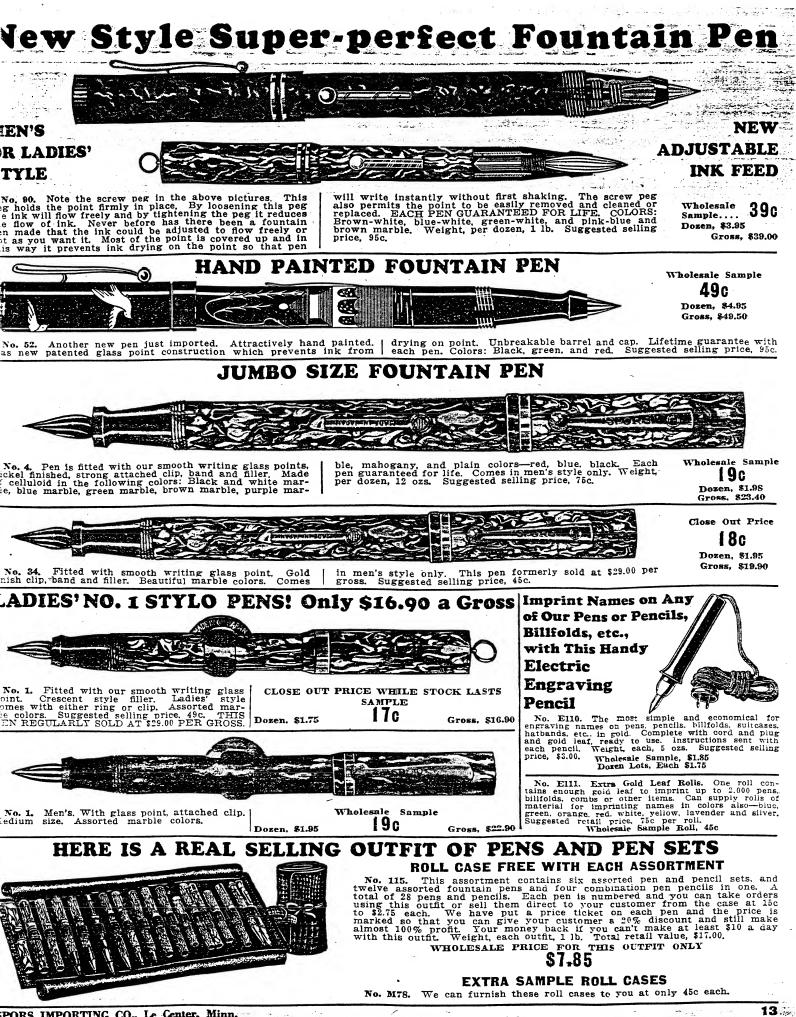
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We can supply you with any electro as illustrated in catalog at 50c each.



PORS IMPORTING CO., Le Center, Minn.



Send \$1.00 bill with all C. O. D. orders under \$6

#### PEN AND PENCIL SETS **ON DISPLAY CARD**

Many different styles to choose from at prices from \$1.50 to \$3.15 per card of 6 sets. There are glass point pen sets, chromium point pen sets and 14-K solid gold point pen sets. Average weight, per card, ½ lb.

Sino aller Herrer PEN-PENCIL SETS

Retail Value, Each

6.00

6.00

3.00

6.00

6.00

6.00

6.00

12.00

COMBINATION PEN PENCILS ON DISPLAY CARD Assorted styles. One dozen assorted colors on display card. Retail Selling Price Price, Volue Each to Dealers Per Card

...12.00

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140

63 71 No. No.

No. 10 No. 15 No. 9

80 .....

No. No.

No. No.

No. No.

No. 47 Wholesale

Price, Per Card \$2.35

2.25  $1.85 \\ 1.75 \\ 1.50$ 

1.60

1.50

1.90

\$2.98

3.95 6.45 10.90

2 95

1.95

Dozen, \$1,18

Suggested

Selling Price to Dealers \$3.75

 $3.65 \\ 2.95$ 

85

.00

2 60

2.80 4.00 3.85

2.90

Suggested Selling Price to Dealers \$4.00

6.60 9.00 15.00

4.00 3.00 6.00

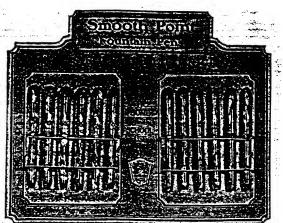
#### Fountain Pens on Display Card

Eight men's and four ladies' style on each card. Many different styles to choose from. Assorted colors.

	Retail Value, Dozen	Suggested Selling Price to Dealer	Wholesale Price. Per Card
No. 81 No. 150 No. 33 No. 60 No. 42 No. 43 No. 88 No. 55 No. 8 No. 8 No. 90 No. 39 No. 4	\$6.00 3.00 9.00 9.00 5.00 15.00 12.00 12.00 6.00	3.50 2.50 1.85 4.00 4.00 4.00 7.20 6.60 3.85 5.75 3.00 3.25	\$1.90 1.755 2.90 2.455 4.95 4.95 2.75 3.95 1.95 1.95 1.98

Smooth Point PENGILS

1 Provel, Repel and Expel P



#### **Mechanical Pencils** on Display Cards

#### S Men's, 4 Ladies'

Many styles to choose from that retail from 10c to 50c. One dozen pencils on display card. Average weight, per card,  $\frac{1}{2}$  lb.

	Retail Value, Dozen	Suggested Selling Price to Dealers	Wholesale Price, Per Card
No. 134 No. 130 No. 132 No. 126 No. 29 No. 282 No. 297 No. 265	6.00 3.00 3.00 3.00 3.00 1.20	\$2.75 2.75 1.95 1.95 1.85 1.75 .65 .75	\$1.85 1.6S 1.39 1.35 1.29 .33 .45

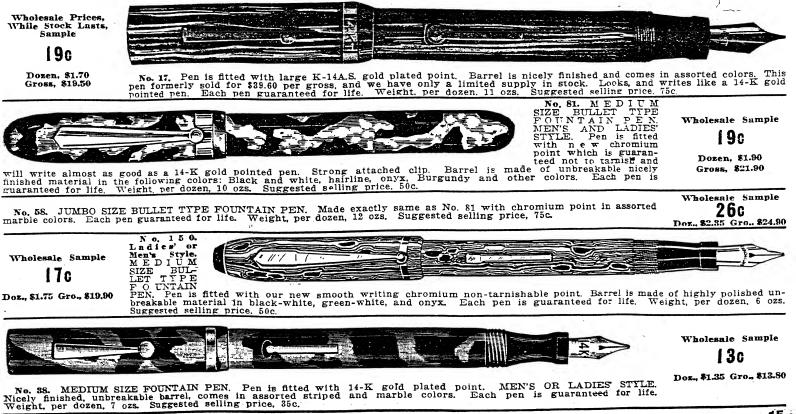
No. 1020. SILK THREAD FOR RESTRING-ING BEADS. Two yards thread, one clasp, one needle in package. One dozen packages on card. Sells to dealers at 75c per card. Wholesale Sample Package, 6c. Per Card of 1 Dozen, 47c

## Some Remarkable Values in Low Priced Pens

No. T451. RE-NIT. Stops runs in stock-ings. One dozen on card. Sells to dealers at \$1.75 per card.

Wholesale Sample, 15c.

Gross, \$11.40



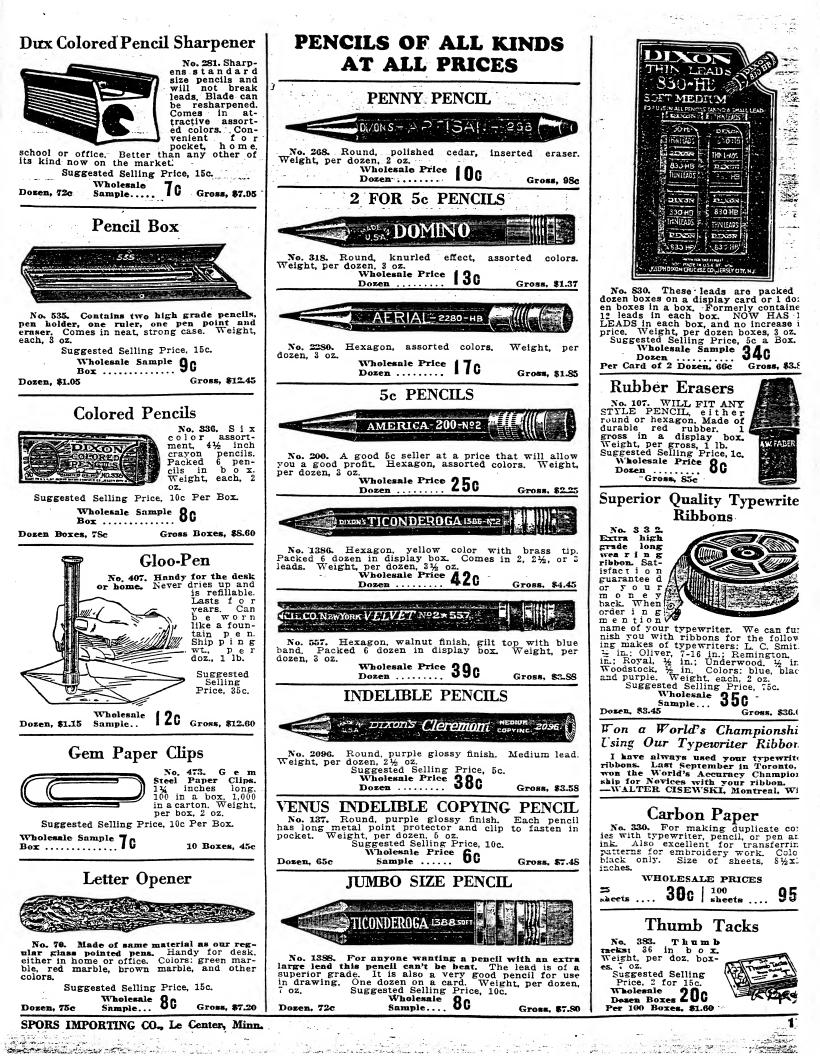
SPORS IMPORTING CO., Le Center, Minn. الم السيان الي يوري ورك الم المركب المار المار والمرجول المركبي والمركبي والمركب المرارك الم an instation of The same

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BAR CALIN



We can supply you with any electro as shown in this catalog at 50c each-







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5	injure materials. if directions are followed. Works equally well on paper or cloth. Not to be used on fibre s i 1 k. F ull directions sent with each bottle. Contents. I oz. zet. Sug- gested s e liin # price, 25c to 35c. Wholesale Sample, 15c Gross, \$13:50
Rep 1	4-K GOLD IRIDIUM TIPPED
Medium size.	POINTS

No. 410. ach. 30c Desen. \$2.65 No. 504. ach, 35c Large size. Dozen, \$3.45

#### **GOLD FILLED POINTS**

No. 420. These are a little better quality than be gold plated points. Size 2 only.



Gold Bond Acidproof Fountain Pen Ink

THE

12 INTE.

> ONE .... QUART

the paper. It will remain a fine line just as you have written it. Many other inks will not stand up under this test as they will fade out or spread on the paper. Our ink comes in pow-der form, packed in an envelope marked. Price, \$1.50. Sug-gested selling price. 45c to 75c.

15c.

pens.

DOUBLE POINTS

No. 3332

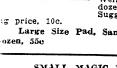
No. 99. Extra points for our No. 8, No. 30 and No. 52 screw feed

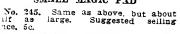
We can also sup-ply this ink in bulk at \$3.29 per pound. A pound makes f4 quarts of ink. This lnk makes a won-derful premium -to give away w i t h each fountain pen you sell. If you wigh to put

you sell. If you wish to put this ink up yourself we can supply the empty quart bottles in 2 dozen lots at be each. We can supply you with labels for this pur-pose at 35c per 100.

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Send \$2.00 deposit with all C. O. D. orders under \$10.00.

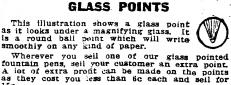








zen,	Wholesale \$2.28	Sample, 20c Gross	\$25.92
WA	NBERG	MECHAN	ICAL



STRAIGHT POINTS No. 3333

TWISTED POINTS

No. 3331

**GLASS POINTS** 

ALL GLASS POINTS SAME PRICE

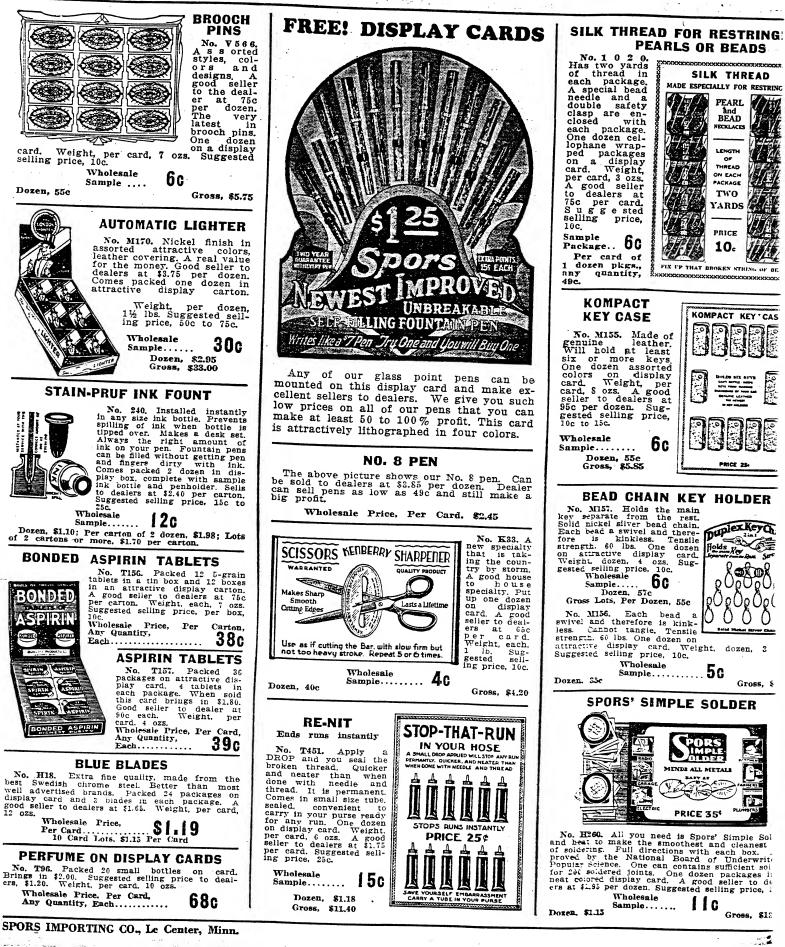
ACID " PROOF FOUNTAIN PEN INK P

Dozen Lots, Each, 8c Gross Lots, Each, 61/20

Sample Package. 10e

Wholesale

## **Carded Goods That You Can Sell To Dealer** MAKE UP TO \$10.00 TO \$30.00 A DAY



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